

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

May 14, 1997

RJR Account #180000
R. Rinde
ELMIRA DISTRIBUTING

JULY CAMEL B2G2F / PROMOTION #700036

Dear Rich:

CAMEL product has been ordered (see quantities listed below), as well as **18** skus of Displays (Item #529235 @ 1/SKU) to pack the above promotion for your participating retail accounts.

This product is being shipped to you PRE-SLEEVED. Each Display will contain 20 B2G2F Offers, plus 20 'loose Live packs' which the Retailer will place into on-hand inventory. See 'PROMOTION DESCRIPTION' on Page 2 for important additional packing details.

UPC Code	STYLE	#/ (6M) Cases B2G2F
12300-24172	Filter Box	3
12300-24173	Light Box	3

PO #060997

Product / Premium Arrival:

June 9, 1997

Ship Date to Retail:

Week of: June 16, 1997

SKU CUBE:

0.7089

SKU WT (w/o Product):

1.3700 lbs

Retail Sales Offers per Sku:

20 units (See 'Promotion Description')

Billing per Sku:

6 Full Price Cartons

EFT \$ Amount:

\$\$844.71

Non-EFT \$ Amount:

\$N/A

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B2G2F

ELMIRA DISTRIBUTING

PROMOTION DESCRIPTION: *SHIP THE NUMBER OF DISPLAYS INDICATED ON THE ATTACHED CUSTOMER LIST. BECAUSE THIS PRODUCT IS PRE-SLEEVED; IT IS NOT NECESSARY TO 'LOAD' DISPLAY.*

PLACE INTO EACH DISPLAY:

- 5 CARTONS OF CAMEL FILTER BOX
- 5 CARTONS OF CAMEL LIGHT BOX
- ONE COPY OF THE ATTACHED GREEN 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 20 B2G2F OFFERS, AND 20 LOOSE LIVE PACKS.

RETAILER SHOULD PLACE THE 20 LOOSE LIVE PACKS INTO ON-HAND INVENTORY.

(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$25.20 (1.8 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: A. Zecca

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-CAMB2G.DOC

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BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 17
DATE: 97-05-05
TIME: 08:21 AMWHOLESALER : 180000 ELMIRA TOBACCO CO., INC. <DIRECT>
TEMPLATE : 700036 70700 CAM JULY B2G2F
TEMPLATE SEQ : 0009
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162605	162232	429128	BEV'S VARIETY	91-93 MAIN ST	PHELPS	NY	14532	1				(315)548-5046
162605	162624	647713	STOP 21	RT. 21 & ARMINGTO	PALMYRA	NY	14522	1				(315)597-6300
162605	162624	715512	STOP 21 II	539 N MAIN ST	CANANDAIGUA	NY	14424	1				(716)394-4490
162605	162228	192094	C & S MOBIL MART/F	3301 CHAMBERS RD	HORSEHEADS	NY	14845	1				(607)796-9208
162605		718792	LIQUID UNLIMITED IN	1600 CEDAR ST	ELMIRA	NY	14904	1				(607)734-4296
162605	162228	737481	SUE'S PINE VALLEY B	RT 14 BOX 55	PINE VALLEY	NY	14872	2				(607)739-5401
162605	162228	764246	A-PLUS MINIT #60065	625 PENNSYLVANIA	ELMIRA	NY	14904	1		0362-0102	046292	(607)732-1275
162605	162225	764282	RT #414 RED & WHITE	1596 STATE ROUTE	WATKINS GLEN	NY	14891	1	NYS			(607)535-7515
162605	162225	022619	WATKINS NEWS	311 FRANKLIN ST.	WATKINS GLEN	NY	14891	1	NYS			(607)535-2152
162605	162228	239960	POST CREEK BUSY MAR	ROUTE 414	BEAVER DAMS	NY	14812	1	NYS			(607)936-4552
162605	162228	269783	CFM #33-094/F	3 BEARTOWN RD	PAINTED POST	NY	14870	1	NYS	0990-0000		(607)962-7675
162606	162225	518794	ARGENTINERIS GROCER	104 LODER ST	HORNELL	NY	14843	2				(607)324-1560

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 14

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 14

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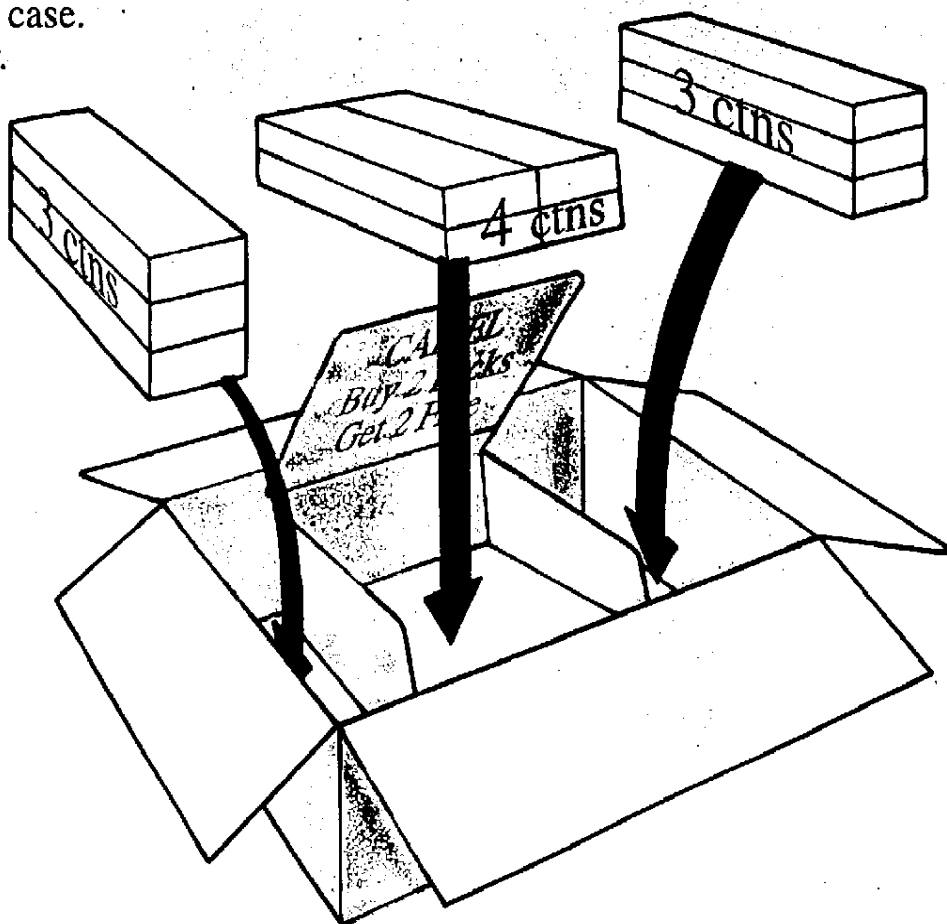
WHOLESALE PACKING INSTRUCTIONS

VALUE-ADDED PROMOTIONS - 3RD QTR.'97

July CAMEL B2G2F (Buy 2 Packs Get 2 Packs Free)

STEPS

1. Open CAMEL B2G2F shipping case.
2. Place 5 cartons of CAMEL F. Box and 5 cartons of CAMEL Lts. Box promotional product into shipper/display case.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

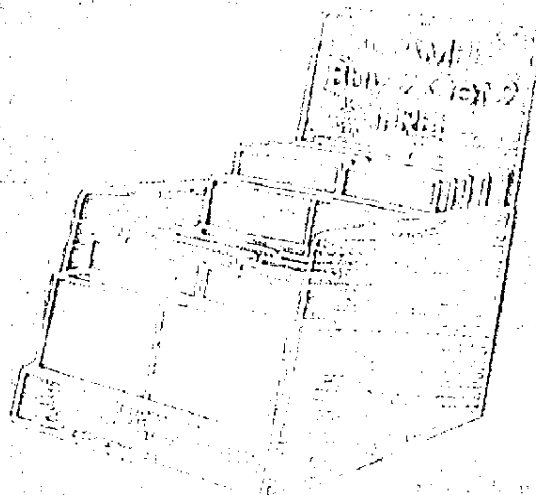


Item: # 529235

Description: CAMEL B2G2F Display / POS Kit

Brand Style	FILTER BOX	LIGHT BOX				
Number of Cartons	5	5				

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To All RJR Retail Partners

RETAILER LETTER

CAMEL B2C2P

OUR #1 PRIORITY TODAY WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR TODAY PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS TWENTY (20) UNPROMOTED CIGARETTE PACKS (TWO (2) UNPROMOTED CIGARETTE PACKS PER CIGARETTE).

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALE. DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALE. PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

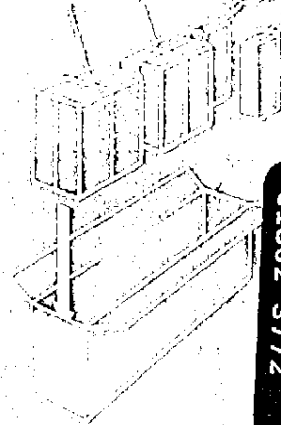


CAMEL
B2C2P



DO NOT
REMOVE

DO NOT
REMOVE



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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

06/18/97

ACCOUNT NUMBER: 180000 ELMIRA DISTRIBUTING
VOUCHER NUMBER: 15357509 374 UPPER OAKWOOD AV
DATE WRITTEN: 06/18/97 ELMIRA , NY 14903
STATUS: PAID
AMOUNT PAID: 25.20 SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.80	25.20

EXPLANATION: JULY: CAMEL B2G2F #700036/ANTHONY ZECCA

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